

## Inclusive Aberdeenshire – Extract from Strategic Intervention Application

### Brief Overview of Proposed Activity

The intervention will provide all stages of a seamless 5-stage employability pipeline in the Aberdeenshire local authority area, providing a 'one-stop-shop' of employability support. The project will be managed by Aberdeenshire Council who will also deliver activity alongside other Delivery Agents.

Activity will be tailored to the needs of individuals facing multiple barriers to entering and/or progressing into and through the labour market. Whilst all participants will receive an action plan, some may not require support from all stages of the pipeline. Supply and demand for employment will be taken into account throughout the project, using mechanisms such as employer engagement and regional skills plans to assist in the identification of employment opportunities which meet the needs of individuals, employers and the local economy. This will result in a trained workforce that is sector ready for employment e.g. on the Aberdeen Western Peripheral Route (Bypass), it will enhance the language skills of many who are currently facing unemployment in the fish processing sector (75% have English as a second language).

The intervention will target individuals facing multiple barriers to enter employment, particularly those facing barriers such as alcohol/drug dependency and recovery, learning disability and health related issues such as depression over age ranges 16-64. A range of Operations will be supported, addressing barriers to employment which may include the provision of wrap-around childcare; the development of dedicated employability training (particularly focusing on sector-relevant skills); activity agreements; work place-based language skills where we see a growing number of interventions required; and targeted support for people with learning disabilities. It is estimated that 3,751 people will be supported.

### Aims, Objectives and Proposed Activity

The intervention will aim to provide enhanced employability services throughout Aberdeenshire. Its objectives are to :

- Increase employment opportunities for unemployed people in rural areas throughout Aberdeenshire
- Assist the most disadvantaged individuals and households to maximise earning potential
- Improve employment opportunities for European workers by decreasing language barriers
- Improve and assist employment for those in recovery and suffering with mild to moderate mental health issues
- Improve integration between the employability services of key organisations.
- Better link labour market supply and demand through equipping individuals to enter key economic sectors.

The intervention will deliver a range of activities tailored to client needs from the following pipeline model:

#### Stage 1 – Engagement/ Case management

- Initial local engagement
- Intensive action planning and case management

#### Stage 2 – Overcoming barriers

- Childcare advice and access to childcare fund
- Financial capability training and debt support
- Condition management (support for those with health related barriers)



European Union



The Scottish Government  
Riaghaltas na h-Alba

EUROPE & SCOTLAND

European Social Fund

Investing in a Smart, Sustainable and Inclusive Future

## Inclusive Aberdeenshire – Extract from Strategic Intervention Application

### Stage 3 – Work / institutional learning focused Training

- Vocational training, developing core skills, supported volunteering, job search advice, job tasters and work experience.
- Accredited pre-employment training for core skills
- Vocational training specific to the key sectors and other high participation/enabling sectors.
- Industry specific qualifications (non-statutory).

### Stage 4 - Progression preparation – developing skills to source, apply for and secure labour market entry or routes to further development. Employer engagement and Job Matching.

- Limited pre-employment support for job ready individuals to move directly into employment.
- Employment engagement / matching including short placements into jobs.
- Training, mentoring and supporting men and women who want to enter occupations or sectors where their gender is under-represented, in order to tackle gender segregation and the pay gap.
- Developing support for employees and employers to help employee retention and progression in due course, including supported employment and training.
- Activities enabling disadvantaged young people and adult to enter apprenticeships.

### Stage 5 - In work Aftercare

- Actions to encourage and support the development of vocational skills among low-skilled and low-waged individuals, including training.
- Actions to support the development of vocational and core skills among specific groups
- Actions to provide training for those wishing to start up or manage a business, particularly from groups under-represented at managerial levels such as women or individuals from ethnic minority backgrounds.
- Training to provide entrepreneurial, business planning, financial, marketing, and for those starting up new companies or in self-employment and key managers in new and existing SMEs, third sector organisations and social enterprises.
- High level business and management skills required by workers in social enterprises and co-operatives to improve the sustainability of their organisations.

### Added Value

The European Social Fund will add value to existing activity and domestic funds in both qualitative and quantitative terms.

In qualitative terms, the funds will help to:

- **Embed the employability pipeline approach in Aberdeenshire.** Pilot projects have taken place from 2011-14, which has supported a number of individuals through sustainable employment (with



European Union



The Scottish Government  
Riaghaltas na h-Alba

EUROPE & SCOTLAND

European Social Fund

Investing in a Smart, Sustainable and Inclusive Future

## Inclusive Aberdeenshire – Extract from Strategic Intervention Application

ESF funding support for stages 4 and 5 of the pipeline and other funders supporting stages 1-3). The award of ESF grant to a holistic, 5-stage project will help to consolidate and improve collaborative working between organisations in Aberdeenshire to deliver a truly integrated pipeline.

- **Provide a one-stop shop of employability support to individuals.** Through embedding the pipeline approach and improving joint working between agencies, duplication of effort will be minimised and fewer individuals will fall into 'gaps' between service providers during their employability journey.
- **Improve Management Information Systems and beneficiary records.** ESF funds co-ordinate client data across agencies through a suitable MIS system and foster a discipline of detailed record keeping amongst agencies. This enhanced record keeping will in turn assist organisations to monitor the progress of participants and facilitate a more seamless transition of support between service providers who will be able to track the individual's story from initial engagement to date.
- **Enhance the amount of support (in terms of time and training) which is provided to individuals.** Through the provision of additional resources, additional staff can be recruited where required to provide more intensive support to individuals. Additional or better quality training courses can also be provided through the provision of additional financial resources. Economies of scale in procuring training can also be explored through cross-agency working to deliver the Strategic Intervention.

In quantitative terms, the funds will help to:

Result	Without ESF funding	Additional with ESF funding	Total
Unemployed and inactive participants with multiple barriers entering education or training	536	357	893
Unemployed and inactive participants with multiple barriers gaining a qualification	641	427	1068
Unemployed and inactive participants with multiple barriers in employment, including self-employment, upon leaving	297	197	494
Unemployed and inactive with multiple barriers in employment, including self-employment, six months after leaving	302	137	439
Employed participants with multiple barriers gaining a qualification upon leaving	193	128	321
Employed participants with multiple barriers with an improved labour market situation six months after leaving	284	188	472
Unemployed and inactive participants with multiple barriers to employment	639	429	1068
Employed participants with multiple barriers to progressing in the labour market	297	192	489

It will complement other locally-delivered sources of European funding such as LEADER (EAFRD) and the European Maritime and Fisheries Funds (EMFF), which will aim to create additional jobs in rural and fisheries areas. Furthermore, the intervention will complement the poverty and social inclusion intervention of the European Social Fund through helping those in or at risk of poverty into sustainable employment.

### Justification of target selection



European Union



The Scottish Government  
Riaghaltas na h-Alba

EUROPE & SCOTLAND

European Social Fund

Investing in a Smart, Sustainable and Inclusive Future

## Inclusive Aberdeenshire – Extract from Strategic Intervention Application

The following groups will be targeted by the Strategic Intervention:

- o Living in a jobless household
- o Long Term Unemployment
- o Living in a jobless household with dependent children
- o Living in a single adult household with dependent children
- o Disability
- o Migrants, people with a foreign background, minorities (including marginalised communities such as the Roma)
- o Homeless or affected by housing exclusion
- o Asylum seeker
- o Refugee
- o Primary carer of older person
- o Primary carer of a child/children (under 18) or adult
- o Underemployed
- o Low income employed
- o Looked after young person
- o Criminal convictions
- o Long-term physical illness
- o Mental health issues
- o No work experience
- o Substance related conditions
- o Low skilled (i.e. ISCED 1 or 2)

### HORIZONTAL THEMES

#### 1) Equal Opportunities

Support will be tailored to individuals' particular needs and barriers to employment, including those specific to the protected characteristics of the Equality Act. Barriers to participation will be assessed and addressed on an individual basis, but general factors such as the cost of transport to employment and employability services will be addressed through providing financial support (e.g. for public transport) to project beneficiaries. Using our areas of deprivation indicators which include rural isolation, economic development strategy, tackling poverty and inequalities strategy and SDS data aligned with Local Authority information to identify those most at need.

#### 2) Environmental Sustainability

Through the use of local sourcing to deliver the intervention, employability services will be delivered as locally as possible, minimising travel requirements and the associated emissions. Within rural settings where public transport is infrequent there is access to an NHS resource bus which has workspace and a small private meeting facility, it has ICT with satellite access to broadband and adaptive technology where required. This cuts down on transport as several partners can access this facility together. This can also be set up beside local community halls, etc.

#### 3) Social Inclusion

The intervention's core objective is to provide enhanced employability services across Aberdeenshire which will assist socially-excluded individuals into sustainable employment. Activities will therefore directly address social inclusion issues. Through linking employability support with key sectors and employers in the North



European Union



The Scottish Government  
Riaghaltas na h-Alba

EUROPE & SCOTLAND

European Social Fund

Investing in a Smart, Sustainable and Inclusive Future

## Inclusive Aberdeenshire – Extract from Strategic Intervention Application

East of Scotland, the intervention will aim to help individuals to participate in and benefit from the local economy whilst also helping to address skills and labour shortages which are inhibiting economic growth. Barriers to participation will be assessed and addressed on an individual basis, but general factors such as the cost of transport to employment and employability services will be addressed through providing financial support (e.g. for public transport) to project beneficiaries. This includes Childcare, period between employment and first pay to maintain sustainability of employment. The partnership will ensure all training is delivered at local and accessible areas. Digital access is another barrier and we have a variety of interventions in local premises to assist with this. These have been identified using statistical data which informs the Single Outcome Agreement.



European Union



The Scottish  
Government  
Riaghaltas na h-Alba

**EUROPE & SCOTLAND**

European Social Fund

Investing in a Smart, Sustainable and Inclusive Future